

# 1971 Editorial Index

Index of Media Decisions for 1971, arranged by subject and content. Includes feature articles and regular columns. This supplements indexes published in January 1969 (of issues through December 1968), in March 1970 (of January-December issues in 1969), and in February 1971 (of January-December issues in 1970).

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**January:** John Bissell, president, Bissell, Inc.

**February:** Junius Edwards, president, Junius Edwards Inc.

**March:** Robert Stultz, vp-retail marketing, Celanese Fibers

**April:** Don Kaminky, vp-media director, Clinton E. Frank Inc.

**May:** William M. Claggett, vp-director of communications and new products, Ralston-Purina Co.

**June:** Ernie Jones and Jim Orthwein, co-chief executives of D'Arcy-MacManus-Intermarco

**July:** Jerry Adler, vp-director of marketing, sales, Barton Brands

**August:** Roger Clapp, vp-director of media programing, Rumrill-Hoyt

**September:** Bill Ferguson, advertising manager, American Can

**October:** Bob Hood, asst. media director, Campbell-Mithun

**November:** Henry Arnsdorf, vp-advertising, Prudential Insurance

**December:** Justin Gerstle, senior vp-executive director, Ted Bates media-program department

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John Meskil—Local stations should announce their early evening schedules at the same time the networks announce their new schedules. This will aid in lead-in program evaluation and compatible programing decisions. August, p. 56

Sandy Reisenbach—The public should know that the professional media evaluator buys and cares about people reached, not homes reached. September, p. 68

Dan Borg—Some good points about tv. It's never been complacent, is more than satisfactory, and is getting better. October, p. 66

Dave Arnold—Another kind of tv premiere—The single exposure special. They offer great opportunity for commercial isolation and merchandising. November, p. 62

John Meskil—Nielsen ratings show that people are becoming more selective in their viewing. Most viewers seem to prefer the re-runs and old movies to the freshest network fare. December, p. 62